

FIG.1

TABLE 1-5670000

MONTH	CUSTOMER ID	GENDER	AGE	. . .	PROFIT AMOUNT	CANCELLED CUSTOMERS
3	00001	M	27	. . .	32,000	0
	00002	F	22	. . .	35,000	1
	00003	M	31	. . .	27,000	0
	.	.	.	.	.	.
4	00001	M	27	. . .	34,000	
	00002	F	22	. . .	38,000	
	00003	M	31	. . .	28,000	
	.	.	.	.	.	.
5	00001	M	27	. . .	36,000	
	00003	M	31	. . .	29,000	
	.	.	.	.	.	.

FIG.2

[USED DATA]  
MARCH

[RULE GENERATION ITEMS]  
CONDITION ITEMS :  
                    GENDER, AGE, PROFIT AMOUNT,  
                    PRODUCT MODEL, RESIDENCE

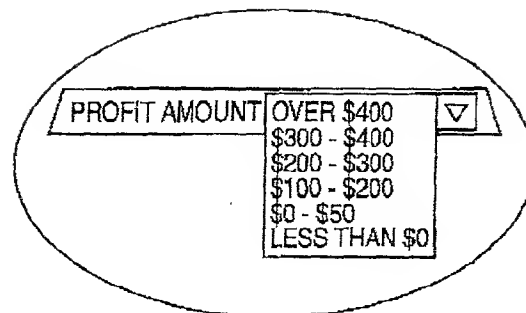
CONCLUSION ITEMS : CANCELLATION STATUS  
[LAYER]  
GENDER :  
            MALE  
            FEMALE

AGE :  
UNDER 20 : AGE < 20  
20~24 : 19 < AGE < 25  
25~29 : 24 < AGE < 30  
30~34 : 29 < AGE < 35  
OVER 35 : 34 < AGE

FIG.3

NO.	RULE	RULE/CONDITION	PRECISION
1	IF AGE = 20~24 & GENDER = F THEN LICENSE = CANCEL	54/200	27%
2	IF PRODUCT MODEL = xyz & RETAIL STORE = A THEN LICENSE = CANCEL	42/210	20%
:	:	:	:

FIG.4



ANALYSIS ITEM	CANCELLATION %	PROFIT AMOUNT	ALL	RETAIL STORE	ALL
GENDER		DRILL DOWN			
AGE		MALE	FEMALE	UNKNOWN	
UNDER 19		7	13	3	
20~24		11	27	4	
25~34		9	8	2	
35~44		6	5	1	
OVER 45		2	1	0	

FIG.5

ANALYSIS ITEM	CANCELLATION %	PROFIT AMOUNT	\$300 - \$400	RETAIL STORE	ALL
GENDER					
AGE		MALE	FEMALE	UNKNOWN	
UNDER 19		7	15	4	
20~24		16	24	6	
25~34		9	9	SELECT COSTOMER LIST	
35~44		8	3	GENERATE SPECULATION MODEL	
OVER 45		3	2	SPECULATE	

FIG.6

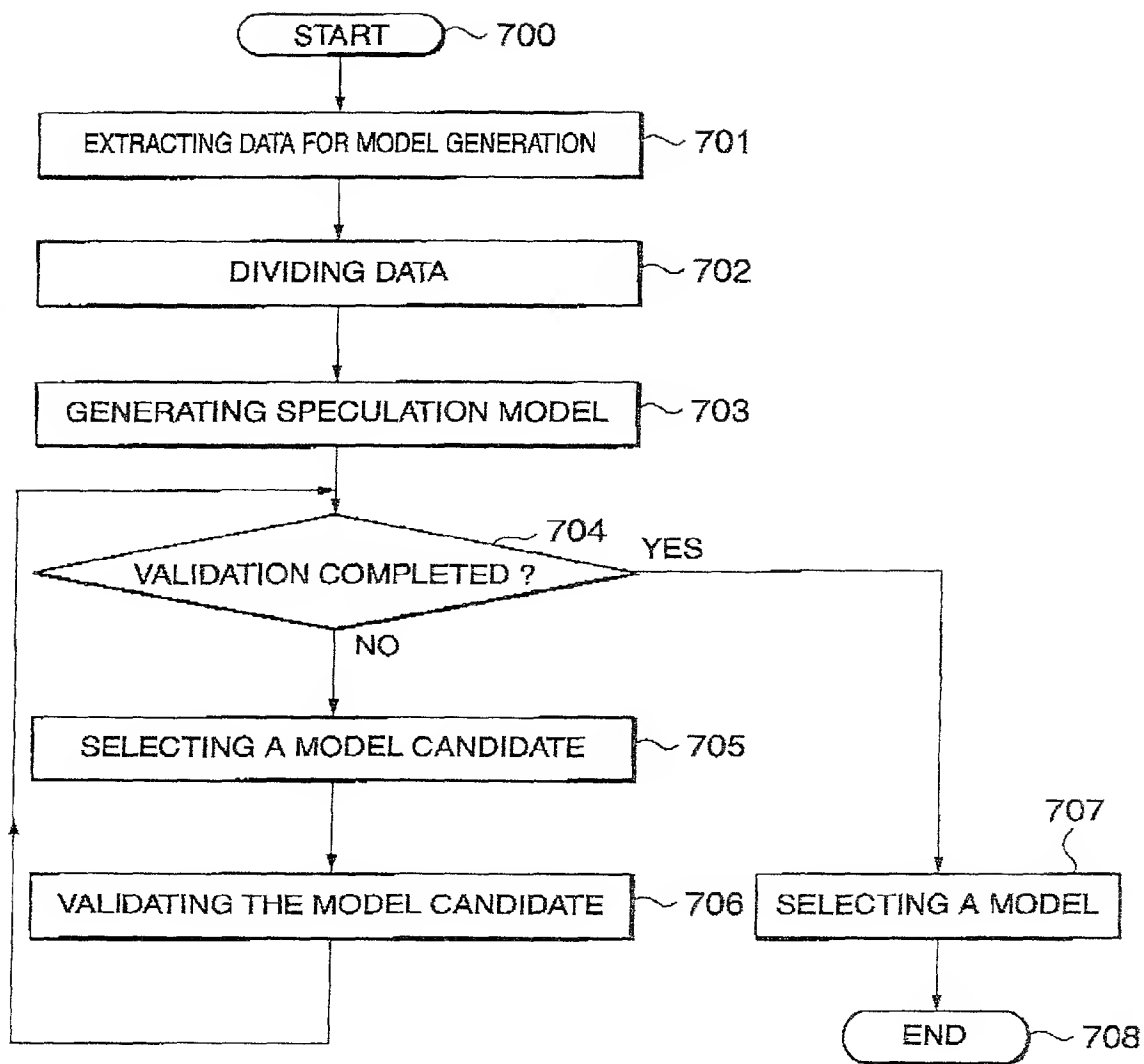


FIG.7

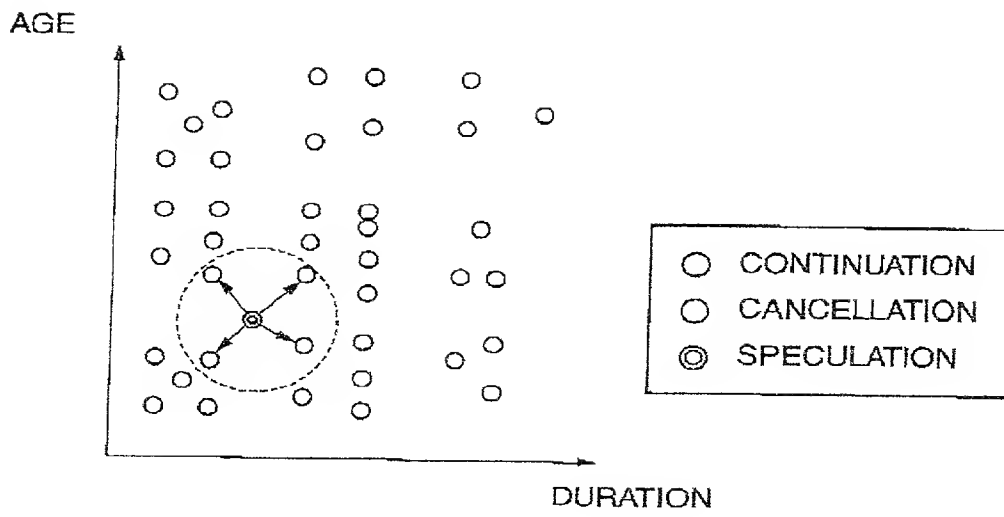


FIG.8

[illegible][illegible]

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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[illegible][illegible][illegible]

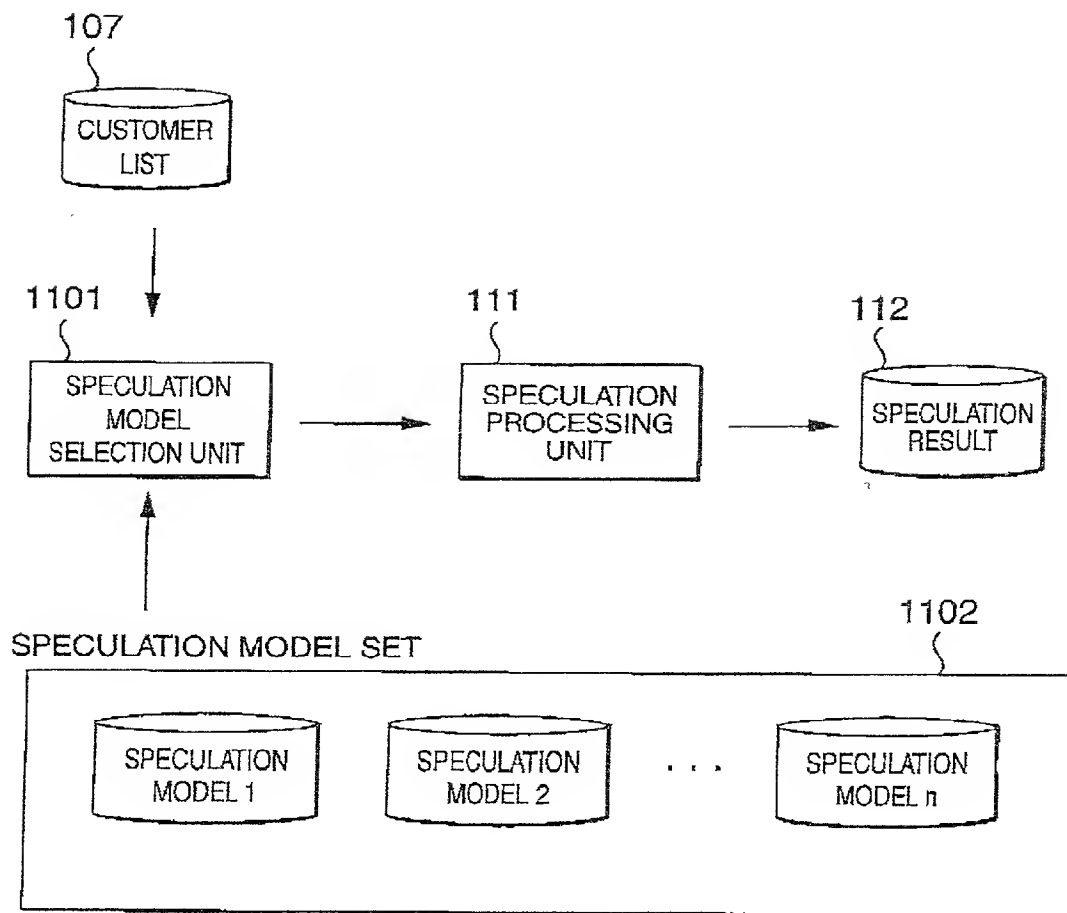


FIG.11



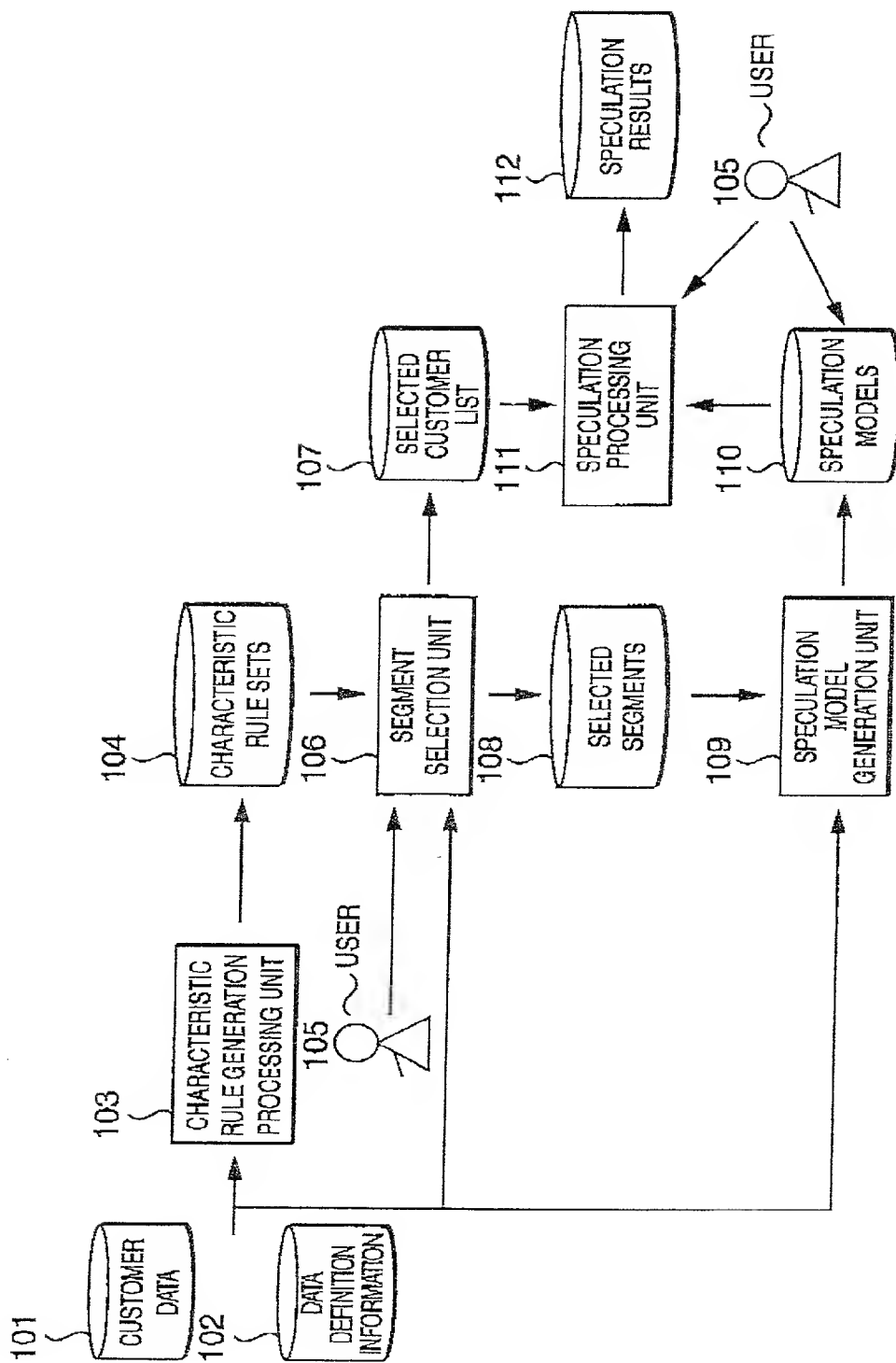


FIG.12